

大葉大學 九十四 學年度 研究所博士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中文名稱)	考 試 日 期	節 次	備 註
管理研究所博士班	甲	管理學	6月20日	第 1 節	共一頁

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

一. 試說明管理思想之演進、背景及在管理上之主要影響。 (25%)

二. 管理學之博士學位主要有二類：Ph.D. in Management 及 D.B.A. (Doctor of Business Administration)。試問其區別為何？其強調之內容又為何？你認為應如何培訓？試申論之。(25%)

三. Explain the following terms in Chinese: (30%)

1. telecommuting
2. bounded rationality
3. differentiation strategy
4. economies of scope
5. glass ceiling
6. goal-setting theory
7. negative reinforcement
8. social loafing
9. termination interview
10. transformational leader

四. Translate the following article into Chinese and write a 500 words comment in English. (20%)

3M – A prototype

3M is a prototype of an entrepreneurial organization. It manages 60,000 products. The company respects doers and innovators more than hierarchy and autocratic bosses. People say and do what they believe is right. Management teams in all businesses have substantial freedom, and they pass freedom along to others. In 1949, Chairman William McKnight exhorted his managers to delegate responsibility, encourage people to exercise their own initiative, and be tolerant of mistakes. McKnight's phrases became well known:

- "Listen to anyone with an original idea, no matter how absurd it might sound at first."
- "Encourage, don't nitpick. Let people run with an idea."
- "Hire good people, and leave them alone."
- "Encourage experimental doodling."
- "Give it a try-and quick."

3M competes fiercely in the marketplace, and allows and even encourages its divisions to compete against one another. Within limits, scientists can work on projects of their own choosing and initiative. Lots of resources are available for the development of prototypes and market tests. Communication of ideas for new technologies and new products is constant.